

## ORDER



**Orders**  
**Order / Rev:** 699817  
**Alt Order #:** 06235183  
**Product Desc:** SHERROD BROWN/SENATE  
**Estimate:**  
**Flight Dates:** 10/23/12 - 11/23/12  
**Original Date / Rev:** 07/16/12 / 10/10/12  
**Order Type:** Political

## WKYC

**Primary AE:** Joe Knauer  
**Sales Office:** T-WAS  
**Sales Region:** NAT

**Agency Name:** Shorr, Johnson, Magnus/POL  
**Buying Contact:**  
**Billing Contact:**  
 1831 Chestnut St. #602  
 Philadelphia, PA 19103

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Friends of Sherrod Brown  
**Demographic:** A35+  
**Product Codes:** PL-US Senate  
**Priority:** P-2  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	61	\$94,400.00	\$80,240.00
10/29/12	11/23/12	12	\$20,275.00	\$17,233.75

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	61	\$94,400.00	\$80,240.00	0.00
November 2012	12	\$20,275.00	\$17,233.75	0.00
<b>Totals</b>	<b>73</b>	<b>\$114,675.00</b>	<b>\$97,473.75</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKYC	10/23/12	10/26/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	- TWTF - -	:30	4	\$650.00	P-2	0.00	NM	4	\$2,600.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- TWTF - -					4	\$650.00		0.00			
E 2	WKYC	10/29/12	10/29/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	M- - - - -	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M- - - - -					1	\$650.00		0.00			
E 3	WKYC	10/23/12	10/26/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	- TWTF - -	:30	8	\$1,400.00	P-2	0.00	NM	8	\$11,200.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- TWTF - -					8	\$1,400.00		0.00			
E 4	WKYC	10/29/12	10/29/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	M- - - - -	:30	2	\$1,400.00	P-2	0.00	NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M- - - - -					2	\$1,400.00		0.00			
E 5	WKYC	10/23/12	10/26/12	M-F 7-9a Today Today Show	CM	7a-9a	- TWTF - -	:30	16	\$1,400.00	P-2	0.00	NM	16	\$22,400.00
4X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- TWTF - -					16	\$1,400.00		0.00			

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 Alt Order #: 06235183  
 Flight Dates: 10/23/12 - 11/23/12

Advertiser: Friends of Sherrod Brown  
 Product Desc: SHERROD BROWN/SENATE  
 Estimate: WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 6	WKYC	10/29/12	10/29/12	M-F 7-9a Today Today Show	CM	7a-9a	M-----	:30	4	\$1,400.00	P-2	0.00	NM	4	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	M-----		4				\$1,400.00		0.00			
E 7	WKYC	10/23/12	10/26/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	-TWTF--	:30	4	\$2,400.00	P-2	0.00	NM	0	\$0.00
	1X PER DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-TWTF--		4				\$2,400.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	NKYC	10/22/12-10/28/12	M-F 6-630p		6p-630p	-TWThF----	:30		<del>(\$2,400.00)</del>		0.00	NM		
		See MG 20.2,20.3,20.4,20.5,20.6,20.7,20.8,20.9,20.10,20.11,20.12 [NA/Oversold]													
	2	NKYC	10/22/12-10/28/12	M-F 6-630p		6p-630p	-TWThF----	:30		<del>(\$2,400.00)</del>		0.00	NM		
		See MG 20.2,20.3,20.4,20.5,20.6,20.7,20.8,20.9,20.10,20.11,20.12 [NA/Oversold]													
	3	NKYC	10/22/12-10/28/12	M-F 6-630p		6p-630p	-TWThF----	:30		<del>(\$2,400.00)</del>		0.00	NM		
		See MG 20.2,20.3,20.4,20.5,20.6,20.7,20.8,20.9,20.10,20.11,20.12 [NA/Oversold]													
	4	NKYC	10/22/12-10/28/12	M-F 6-630p		6p-630p	-TWThF----	:30		<del>(\$2,400.00)</del>		0.00	NM		
		See MG 20.2,20.3,20.4,20.5,20.6,20.7,20.8,20.9,20.10,20.11,20.12 [NA/Oversold]													
E 8	WKYC	10/29/12	10/29/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	M-----	:30	1	\$2,400.00	P-2	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	M-----		1				\$2,400.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	NKYC	10/29/12-11/04/12	M-F 6-630p		6p-630p	M-----	:30		<del>(\$2,400.00)</del>		0.00	NM		
		See MG 20.2,20.3,20.4,20.5,20.6,20.7,20.8,20.9,20.10,20.11,20.12 [NA/Oversold]													
E 9	WKYC	10/23/12	10/26/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	-TWTF--	:30	4	\$2,400.00	P-2	0.00	NM	3	\$7,200.00
	1X PER DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-TWTF--		4				\$2,400.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	4	NKYC	10/22/12-10/28/12	M-F 7-730p		7-730p	-TWThF----	:30		<del>(\$2,400.00)</del>		0.00	NM		
		See MG 20.2,20.3,20.4,20.5,20.6,20.7,20.8,20.9,20.10,20.11,20.12 [Prgm Change]													
E 10	WKYC	10/29/12	10/29/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	M-----	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	M-----		1				\$2,400.00		0.00			
E 11	WKYC	10/27/12	10/28/12	EN (Sa-Su) Early News (Sa-Su)	CM	6P-7P Sa/Su (6:00 PM-6:30 PM)	-----SS	:30	2	\$2,400.00	P-2	0.00	NM	2	\$4,800.00
	1X PER DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----SS		2				\$2,400.00		0.00			
E 12	WKYC	10/23/12	10/26/12	M-F 730-8p Entertainment Tonight	CM	730-8p	-TWTF--	:30	4	\$2,400.00	P-2	0.00	NM	3	\$7,200.00
	1X PER DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-TWTF--		4				\$2,400.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	4	NKYC	10/22/12-10/28/12	M-F 730-8p		730-8p	-TWThF----	:30		<del>(\$2,400.00)</del>		0.00	NM		
		See MG 20.2,20.3,20.4,20.5,20.6,20.7,20.8,20.9,20.10,20.11,20.12 [Prgm Change]													
E 13	WKYC	10/29/12	10/29/12	M-F 730-8p Entertainment Tonight	CM	730-8p	M-----	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	M-----		1				\$2,400.00		0.00			

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 Product Desc: SHERROD BROWN/SENATE  
 Estimate: WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 13	WKYC	10/29/12	10/29/12	M-F 730-8p Entertainment Tonight	CM	730-8p	M-----	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	M-----		1				\$2,400.00		0.00			
E 14	WKYC	10/27/12	10/27/12	Sat 7-8p Sat 7-8p	CM	7-8p	-----S-	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S-		1				\$650.00		0.00			
E 15	WKYC	10/23/12	10/28/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	-TWTFSS	:30	6	\$2,400.00	P-2	0.00	NM	6	\$14,400.00
	1X PER DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-TWTFSS		6				\$2,400.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	4	NKYC	10/22/12-10/28/12	LN (M-Su)		11P-1135P	-TWThFSaSu	:30		<del>(\$2,400.00)</del>		0.00	NM		
	See MG 15.7														
	[Prgm Change News airs late due to NFL]														
	7	NKYC	10/28/12-10/28/12	Post NFL News		Various	-----Su	:30		\$2,400.00		0.00	NM		
	Ⓜ MG for 15.4 10/28														
E 16	WKYC	10/29/12	10/29/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	M-----	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	M-----		1				\$2,400.00		0.00			
E 17	WKYC	10/23/12	10/26/12	Late Night Late Night w/Jimmy Fallon	CM	1237a-136a	-TWTF--	:30	4	\$475.00	P-2	0.00	NM	4	\$1,900.00
	1X PER DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-TWTF--		4				\$475.00		0.00			
E 18	WKYC	10/29/12	10/29/12	Late Night Late Night w/Jimmy Fallon	CM	1237a-136a	M-----	:30	1	\$475.00	P-2	0.00	NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	M-----		1				\$475.00		0.00			
E 19	WKYC	10/23/12	10/26/12	Tonight Show Tonight Show	CM	1135p-1237a	-TWTF--	:30	4	\$1,200.00	P-2	0.00	NM	2	\$2,400.00
	1X PER DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-TWTF--		4				\$1,200.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	2	NKYC	10/22/12-10/28/12	Tonight Show		1135p-1237a	-TWThF----	:30		<del>(\$1,200.00)</del>		0.00	NM		
	See MG 20.2,20.3,20.4,20.5,20.6,20.7,20.8,20.9,20.10,20.11,20.12														
	[NA/Oversold]														
	4	NKYC	10/22/12-10/28/12	Tonight Show		1135p-1237a	-TWThF----	:30		<del>(\$1,200.00)</del>		0.00	NM		
	See MG 20.2,20.3,20.4,20.5,20.6,20.7,20.8,20.9,20.10,20.11,20.12														
	[NA/Oversold]														
E 20	WKYC	10/29/12	10/29/12	Tonight Show Tonight Show	CM	1135p-1237a	M-----	:30	1	\$1,200.00	P-2	0.00	NM	11	\$20,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	M-----		1				\$1,200.00		0.00			

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Advertiser: Friends of Sherrod Brown  
 Product Desc: SHERROD BROWN/SENATE  
 Estimate: WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 20	WKYC	10/29/12	10/29/12	Tonight Show Tonight Show	CM	1135p-1237a	M-----	:30	1	\$1,200.00	P-2	0.00	NM	11	\$20,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	M-----		1				\$1,200.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	NKYC	10/29/12-11/04/12	Tonight Show			1135p-1237a	M-----	:30		<del>(\$1,200.00)</del>		0.00	NM		
		See MG 20.2,20.3,20.4,20.5,20.6,20.7,20.8,20.9,20.10,20.11,20.12 [NA/Oversold]													
2	NKYC	10/27/12-10/27/12	SS 9-1030a			9a-1030a Sa/Su	-----Sa--	:30		\$1,400.00		0.00	NM		
	Ⓜ	MG for 7.3,7.2,7.4,7.1,12.4,9.4,19.4,19.2,8.1,20.1													
3	NKYC	10/28/12-10/28/12	SS 9-1030a			9a-1030a Sa/Su	-----Su	:30		\$1,400.00		0.00	NM		
	Ⓜ	MG for 7.3,7.2,7.4,7.1,12.4,9.4,19.4,19.2,8.1,20.1													
4	NKYC	10/28/12-10/28/12	SS 9-1030a			9a-1030a Sa/Su	-----Su	:30		\$1,400.00		0.00	NM		
	Ⓜ	MG for 7.3,7.2,7.4,7.1,12.4,9.4,19.4,19.2,8.1,20.1													
5	NKYC	10/27/12-10/27/12	Saturday Night Live			1130p-107a	-----Sa--	:30		\$1,600.00		0.00	NM		
	Ⓜ	MG for 7.3,7.2,7.4,7.1,12.4,9.4,19.4,19.2,8.1,20.1													
6	NKYC	10/27/12-10/27/12	Saturday Night Live			1130p-107a	-----Sa--	:30		\$1,600.00		0.00	NM		
	Ⓜ	MG for 7.3,7.2,7.4,7.1,12.4,9.4,19.4,19.2,8.1,20.1													
7	NKYC	10/27/12-10/27/12	SAT TDY			7a-9a	-----Sa--	:30		\$1,400.00		0.00	NM		
	Ⓜ	MG for 7.3,7.2,7.4,7.1,12.4,9.4,19.4,19.2,8.1,20.1													
8	NKYC	10/27/12-10/27/12	SAT TDY			7a-9a	-----Sa--	:30		\$1,400.00		0.00	NM		
	Ⓜ	MG for 7.3,7.2,7.4,7.1,12.4,9.4,19.4,19.2,8.1,20.1													
9	NKYC	10/27/12-10/27/12	630A-7A			630a-7a	-----Sa--	:30		\$1,000.00		0.00	NM		
	Ⓜ	MG for 7.3,7.2,7.4,7.1,12.4,9.4,19.4,19.2,8.1,20.1													
10	NKYC	10/28/12-10/28/12	Su 12-1230p			12-1230p /Su	-----Su	:30		\$650.00		0.00	NM		
	Ⓜ	MG for 7.3,7.2,7.4,7.1,12.4,9.4,19.4,19.2,8.1,20.1													
11	NKYC	10/28/12-10/28/12	Meet the Press			1030a-1130a	-----Su	:30		\$5,000.00		0.00	NM		
	Ⓜ	MG for 7.3,7.2,7.4,7.1,12.4,9.4,19.4,19.2,8.1,20.1													
12	NKYC	11/23/12-11/23/12	Nightly News			M-Su 6:28p-7p	-----F----	:30		\$3,550.00		0.00	NM		
	Ⓜ	MG for 7.3,7.2,7.4,7.1,12.4,9.4,19.4,19.2,8.1,20.1													
E 21	WKYC	10/27/12	10/27/12	Sat 9-1030a Channel 3 News 9am Sat	CM	9a-1030a	-----S-	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S-		1				\$1,400.00		0.00			
E 22	WKYC	10/28/12	10/28/12	SUN TDY NBC Today Show (Su)	CM	8a-9a	-----S	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S		1				\$1,400.00		0.00			
													Totals	73	\$114,675.00